Listing of Claims:

1.   (Currently amended) A computerized method for learning a delivery point address and updating a database of such delivery point addresses ~~and updating a database of such delivery point addresses~~ by using unmatched ~~and/or~~ or unused data from at least one mail piece<u>, wherein the method comprises</u>:

a. ~~The method includes~~ capturing <u>a</u> text string from <u>an image of a first</u> [[said]] mail piece ~~using image capture means~~;

b. [[a.]] comparing the text string to a first set of preexisting data in ~~address~~ <u>the</u> database to determine a match for the data on the mail piece according to a first set of predetermined rules;

c. [[b.]] separating the matched ~~and/or~~ <u>or used</u> data from the unmatched data ~~and/or~~ <u>or</u> unused data for the mail piece determined by step (b); [[and]]

d. [[c.]] correlating the unmatched ~~and/or~~ <u>or</u> unused data from the mail piece to a second set of preexisting data according to a set of predetermined rules[[,]]<u>; and</u>

e.   <u>updating the database with the unmatched or unused data so that a point of delivery for a second</u> ~~wherein upon the presentation of another~~ mail piece ~~to the image capture means~~ with the same intended delivery point as the first mail piece and having similar unmatched

and/or or unused data as the first mail piece, the correct point of delivery for the other mail piece can be automatically determined.

2.   (Canceled)

3.   (Currently amended) The method of Claim 1 wherein the image of the first mail piece is captured by said capture means comprises an optical character recognition system.

4.   (Previously presented) The method of Claim 1, wherein said correlation step is performed utilizing a search engine.

5.   (Currently amended) A computerized system for learning a delivery point address and updating a database of such delivery point addresses using unmatched data from at least a first mail piece, comprising:

(a)   means for capturing a data string of address information from said mail piece;

(b)   a directory retrieval system database comprising a set of preexisting data relating to an address to which said mail piece is directed, and further comprising means for separating matched data on the mail piece from the unmatched data;

(c)   a database comprising the unmatched or unused data;

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(d) means for correlating the unmatched ~~and/or~~ <u>or</u> unused data to the set of preexisting data according to a plurality of predetermined rules;

(e) a rules database comprising said plurality of predetermined rules; and

(f) a learning database <u>comprising information used</u> to determine said delivery point of said mail piece upon its presentation to the capture means after said mail piece has been processed by the system.

6. (Previously presented) The system of Claim 5 wherein said capture means comprise an optical character recognition device.

7. (Previously presented) The system of Claim 6 wherein said correlation means comprise a search engine.

8. (New) A method of associating unmatched address data with preexisting delivery point address data, the method comprising the steps of:

identifying unmatched address data which differs from the preexisting delivery point address data;

analyzing the unmatched data; and

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associating the unmatched data with the pre-existing delivery point address data.

9. (New) The method of Claim 8, further comprising the step of updating the preexisting delivery point address data with the unmatched data when the unmatched data meets criteria for promotion.

10. (New) The method of Claim 8, wherein the step of identifying unmatched data comprises:

obtaining address data; and

comparing the address data with the pre-existing delivery point address data.

11. (New) The method of Claim 10, wherein the address data is obtained from mail pieces.

12. (New) The method of Claim 10, wherein the address data is obtained from the Internet.

13. (New) The method of Claim 8, wherein the step of analyzing the unmatched data comprises:

identifying a data type for the unmatched data; and

identifying the corresponding data for that data type in the pre-existing delivery point address data.

14.   (New) The method of Claim 8, wherein the step of associating the unmatched data comprises:

creating an alias record correlating the unmatched data to corresponding data in the preexisting delivery point address data.

15.   (New) The method of Claim 9, wherein the step of updating the preexisting delivery point address data comprises:

adding an alias record to a corresponding alias table associated with the preexisting delivery point address data.

16.   (New) The method of Claim 15, wherein the criteria for promotion includes a threshold number of uses of the alias record.

17.   (New) The method of Claim 9, wherein the step of updating the preexisting delivery point address data comprises:

adding a new delivery point address to the preexisting delivery point address data in the event that the unmatched data does not correspond to an existing delivery point address.

18. (New) The method of Claim 9, further comprising the step of selectively removing from the preexisting delivery point address data the unmatched data when the unmatched data meets criteria for demotion.

19. (New) The method of Claim 8, further comprising the step of prioritizing the unmatched data according to selection criteria prior to analyzing the unmatched data.

20. (New) A system for associating unmatched address data with preexisting delivery point address data, the system comprising:

means for identifying unmatched address data which differs from the preexisting delivery point address data;

means for analyzing the unmatched data;

means for associating the unmatched data with the pre-existing delivery point address data; and

means for updating the preexisting delivery point address data with the unmatched data when the unmatched data meets criteria for promotion.

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